

# Demand Support Lead (Help Desk Marketing Operations)

Job ID REQ-10055502

9月 02, 2025

Mexico

### 摘要

The Demand Support Lead will be responsible for supporting Demand Management processes & leading TACTPlan product onshore helpdesk activities. (TACTPlan is single source of truth web platform facilitating the planning & execution of tactics and scopes across the Integrated Marketing Organization). The Demand Support Lead will be responsible for receiving/acknowledging, responding & triaging all queries originating in the TACTPlan Support module–for all non-technical tickets, the Demand Support Lead will facilitate a response & resolution to users (internal & external). This role requires strong collaboration with various cross-functional teams—incl. Product Management, and extended Marketing Operations including production, Procurement, Finance, and Marketing Strategy—to facilitate resolution of support needs. This role will also support development & rollout of training & communications around TACTPlan product. The Demand Support Lead will additionally support new user facilitation & onboarding within the TACTPlan platform.

About the Role

#### #LI-Hybrid

Location: Mexico City

This role is based in Mexico City, Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

## Key Responsibilities

- Lead responsible for management and oversight of all non-technical/product specific tickets pertaining to user access, query resolution, feature request intake, training & support of product use.
- Support in partnership with Demand Operations Manager for new user management & onboarding to TACTPlan platform.
- Resolve queries effectively by communicating technical information in a clear and understandable manner to users (internal and external)
- Consolidate feedback on user experience, key concerns and issues while using TACTPlan platform and present to the larger team.
- Develop & maintain resources & support library within TACTPlan.
- Develop concise and robust training & communication materials and execute engaging training sessions for various stakeholders.
- Provide support as needed for various Demand Management operations needs across IMO and other groups.
- Support the intake and triage adhoc requests for data & insights for various groups.
- Support Office Hours for Demand Management processes & TACTPlan product functionality.

#### Education

- Bachelor's degree
- English Advanced Proficiency

#### Experience

- Minimum of 3-5+ years of experience in customer success, project management, marketing operations or marketing technology/product development.
- Track record & experience of Support Desk management/ticket resolution
- Exposure or experience to Agile/Kanban processes.
- Experience with project management software tools like MS Project, Jira, Trello or similar platforms.
- Excellent analytical, problem-solving, negotiation and interpersonal skills.
- Experience within the pharmaceutical marketing industry in various capacities

- Demonstrated excellence in training and communication skills
- Proven track record of collaboration with cross-functional teams, particularly experience w/ Technology & Product teams
- Knowledge of pharma marketing creative & strategic deliverables, and SOW/scoping process
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage

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Novartis is committed to work with and provide reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to <a href="mailto:tas.mexico@novartis.com">tas.mexico@novartis.com</a> and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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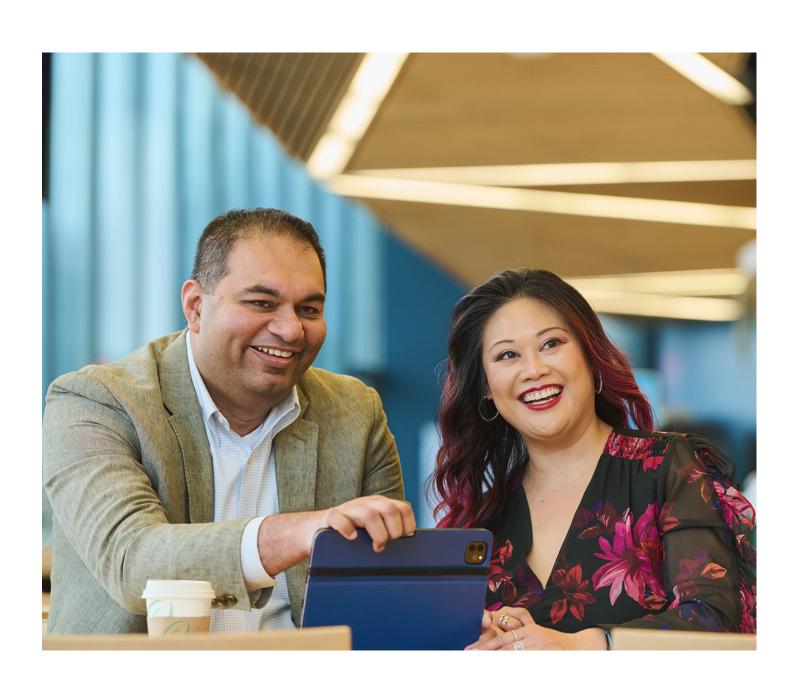
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Functional Area Marketing
Job Type Full time
Employment Type Regular
Shift Work

Apply to Job

No

## Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condici ó n m é dica o discapacidad, necesita una adaptaci ó n razonable para cualquier parte del proceso de contrataci ó n, o para des empe ñ ar las funciones esenciales de un puesto, env í e un correo electr ó nicotas.mexico@novartis.com y perm í tanos conocer la naturaleza de su solicitud y su informaci ó n de contacto. Incluya el n ú mero de posici ó n en su mensaje.



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